

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims (1-36) are rejected under 35 U.S.C. 102(b) as being anticipated by Sie et al., US 2002/0184629.

Regarding claim 1, Sie discloses a method of providing a user with media-on-demand programming using an interactive television application implemented on user equipment (See [0117], which discloses a set top box which allows VOD programs to be stored and sorted according to those that would likely appeal to the user), the method comprising:

generating a personal profile based on collected information relating to the user (See [0138]-[0142], which discloses a default profile and that viewing habits adapt the users profile); determining a media-on-demand program for the user based at least in part on the personal profile (See [0117]-[0123] which discloses that programs are compiled based upon the profile of the user); generating a customized media-on-demand display by incorporating the media-on-demand program into an interface

template; and displaying the customized media-on-demand display to the user (See [0122] which discloses that the culled list of programs is displayed along with the a user confirmation footer with some embodiments displaying more information on the programs).

Regarding claim 2, Sie teaches all the limitations of claim 1, further he teaches wherein the generating the personal profile comprises collecting demographic information about the user (See [0139], which refers to demographic information).

Regarding claim 3, Sie teaches all the limitations of claim 1, further he teaches wherein the generating the personal profile comprises collecting information about the user's interests (See [0117], which refers to types of content that would appeal to the user such as sporting events).

Regarding claim 4, Sie teaches all the limitations of claim 1, further he teaches wherein the generating the personal profile comprises collecting information about the user's viewing habits (See [0118]-[0119], which discloses profiles of viewing habits recorded).

Regarding claim 5, Sie teaches all the limitations of claim 1, further he teaches wherein the generating the personal profile comprises collecting information about the user's interactions with the interactive television application (See [0118]-[0119], wherein

collecting information about user interaction is inherent in recording viewing habits since a user must interact with the interactive television application in order to generate viewing habits).

Regarding claim 6, Sie teaches all the limitations of claim 1, further he teaches wherein the determining the media-on-demand program comprises correlating the personal profile of the user with a second personal profile of a second user (See [0139], which discloses demographic information and content found popular by other similar users which would necessitate the need to correlate the profiles of the user and second user.

Regarding claim 7, Sie teaches the limitations of claim 1, further he teaches wherein the determining the media-on-demand program comprises comparing attributes of the media-on-demand program with the personal profile (See [0140], which refers to attributes such as actor, genre, and channel).

Regarding claim 8, Sie teaches all the limitations of claim 1, further comprising storing the personal profile on the user equipment (See [0144], which discloses that a correction will adjust the profile for the current user to allow more accurately recognizing that user in the future which would imply that the profile must be saved.

Regarding claim 9, Sie teaches all the limitations of claim 1, further comprising

modifying the personal profile based on the user's interactions with the customized media-on-demand display (See [0082], which discloses that profiles are developed over time and that in automatic mode, the controller will attempt to customize the functionality based upon how each user interacts with the set top box. Furthermore, user interactions with the media-on-demand display would imply viewing habit changes and thus modify the user's personal profile).

Regarding claim 10, Sie discloses user equipment for providing a user with media-on-demand programming using an interactive television application implemented on the user equipment, the user equipment comprising: a display (See Fig. 5, 524 which discloses a display interface) ; control circuitry (See Fig. 5, 120 which discloses a set top box including a program receiver 500, a controller 504, and a control transceiver 528) configured to: generate a personal profile based on collected information relating to the user (See [0138]-[0142], which discloses a default profile and that viewing habits adapt the users profile); determine a media-on-demand program for the user based at least in part on the personal profile (See [0117]-[0123] which discloses that programs are compiled based upon the profile of the user); generate a customized media-on-demand display by incorporating the media-on-demand program into an interface template; and display the customized media-on-demand display to the user (See [0122] which discloses that the culled list of programs is displayed along with the a user confirmation footer with some embodiments displaying more information on the programs).

Regarding claims 11-18, the claims have been analyzed and thus rejected for the same reasons set forth with the rejection of claims 2-9.

Regarding claims 19-27, the claims have been analyzed and thus rejected for the same reasons set forth with the rejection of claims 1-10.

Regarding claims 28-36, the claims have been analyzed and thus rejected for the same reasons set forth with the rejection of claims 1-10.

Conclusion

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

1. US 7,124,424 – which discloses a method an apparatus for providing interactive program guide and video on demand user interfaces
2. US 6,898,762 – which discloses a client-server electronic program guide
3. US 5,758,259 – which discloses an automated selective programming guide

Contact

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ricky Chin whose telephone number is 571-270-3753. The examiner can normally be reached on M-F 8:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vu Le can be reached on 571-272-7332. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Ricky Chin/
Patent Examiner
AU 4157
(571) 270-3753
Ricky.Chin@uspto.gov

/ABUL K. AZAD/

Primary Examiner, Art Unit 2626